

Press Release

HDFC Life among India's 'Best Companies to Work for 2012'

- ✓ *Ranks first in the insurance category for the third consecutive year*
- ✓ *3rd best company in large organization (more than 10,000 employees)*
- ✓ *Ranked 18th among Top 50 companies (having above 1000 employees)*

Mumbai, July 26, 2012: HDFC Life, one of India's leading private life insurance companies, has been acknowledged as one of India's Top 50 'Best companies to Work' for the third consecutive year. This year HDFC Life featured among 'Top 25 Companies to work For' and ranked 23rd in a study conducted by Great Places to Work® Institute, India in partnership with Economic Times.

On this recognition, **Mr. Rajendra Ghag, Senior EVP & Chief Human Resource Officer, HDFC Life** said, "We are extremely delighted to receive this prestigious award for the third consecutive year. Becoming an employer of choice is one of our stated objectives and this recognition is an indication that we are headed in the right direction. This appreciation is a testimony of our commitment to the growth and development of our employees through effective engagement and recognition initiatives."

HDFC Life has been selected for this prestigious recognition for inspiring trust among the employees, for instilling pride in them, creating an environment within the workplace that promotes camaraderie and many other reasons. One of the company's best practices of allowing a single window for all queries related to employee concerns has been highly appreciated in the study.

Great Place to Work® Institute is a pioneer in studying and recognizing best workplaces around the world for over 20 years, and in 40 countries. The 2012 study is the Eighth Study in India. More than 600 companies participated in the study, making it the largest such study in India.

About HDFC Life:

HDFC Life, one of India's leading private life insurance companies, offers a range of individual and group insurance solutions. It is a joint venture between Housing Development Finance Corporation Limited (HDFC), India's leading housing finance institution and Standard Life plc, the leading provider of financial services in the United Kingdom.

HDFC Life's product portfolio comprises solutions, which meet various customer needs such as Protection, Pension, Savings, Investment and Health. Customers have the added advantage of customizing the plans, by adding optional benefits called riders, at a nominal price. The company currently has 25 retail and 9 group products in its portfolio, along with 10 optional riders catering to the savings, investment, protection and retirement needs of customers.

HDFC Life continues to have one of the widest reaches among new insurance companies with about 500 branches in India touching customers in over 900 cities and towns. The company has also established a liaison office in Dubai. HDFC Life has a strong presence in its existing markets with a strong base of Financial Consultants.